

→ About CO-EXist

The Colorado Export of Innovative and Sustainable Technologies Program (CO-EXist) promotes Colorado cleantech exports to China and Mexico. Created by the Colorado International Trade Office, CO-EXist is a three-year program that will run through December 2012. Companies may apply throughout the three-year program to benefit from financial and informational assistance. Companies will be selected for funding based on their demonstrated readiness to export and by the eligibility requirements defined in the CO-EXist Application Form.

Through CO-EXist, the ITO is able to offer assistance to qualifying Colorado companies including:

- One-on-one export counseling through the ITO and USEAC–Denver
- Market research through the ITO, Colorado’s Trade Representative in Mexico, and the Foreign Comm. Service
- ITO-organized trade missions to China (CIEPEC) and Mexico (Green Expo) for a nominal fee
- Trade mission fees will cover shared booth space, airfare, hotel, select ground transportation, pre-screened, one-on-one business appointments with potential buyers and/or distributors
- Conditional reimbursement for approved legal counseling, business travel, due diligence, translation, etc.
- Participation in Colorado-based programs hosting foreign buyers from China and Mexico

→ The CO-EXist Client Development Program

Through CO-EXist, the ITO is able to provide financial and informational assistance that will enable qualified Colorado cleantech manufacturers and service providers to meet face-to-face with your potential buyers from China and/or Mexico. Companies may apply to utilize the program in two ways: 1) to travel to meet with the potential customer(s) in China or Mexico; or 2) to host your potential customer(s) in Colorado. A maximum of \$3,500 in matching funds (\$1 to \$1) will be made available to qualified Colorado cleantech companies on a reimbursement basis.

→ The CO-EXist Technical Assistance Fund

The Technical Assistance Fund under the CO-EXist program will assist Colorado exporters once they have identified a potential buyer in the Chinese or Mexican market. Any company that qualifies for CO-EXist may access these funds. Individual companies may request up to \$5,000 reimbursement for costs incurred to complete an export sale. A one-to-one dollar cash match is required of the company. The following is a list of services that are eligible for technical assistance funds. Services include but are not limited to:

- Legal fees to assist with contracts, intellectual property protection or other legal questions that may arise
- Due diligence and/or credit reviews on potential buyers and distributors
- Capacity planning and design and engineering support for export sales
- Country requirements for labeling/packaging/shipping
- Contract translation and translation of other official documents
- Quality or environmental certifications
- Product documentation, product registration, assembly and/or maintenance instructions

→ Participant Eligibility

1. Product or service to be exported must be a “cleantech” sector product/service (e.g. water / wastewater treatment, air pollution control, remediation eq., waste management, renewable energy, and energy efficiency).
2. Company must have a Colorado presence and be registered and in good standing with the Colorado Secretary of State.
3. Company must be export ready. Export readiness is evaluated based on the company’s ability to meet new customer demand, provide any necessary customer service to foreign buyers, and meet any applicable export regulations and/or certifications that may be required to sell the product or service in the target market.
4. Product or service to be exported must have >50% U.S. content.
5. Company should already produce the product or service that is to be exported.
6. Preference will be given to new, qualified applicant companies for subsequent CO-EXist events.
7. Third party reps. may not apply. For more info., please visit www.colorado.gov/trade/COEXist or call 303-892-3850.